

# Every cell sourced and dated

Compare like with like, name the plan, and say where the other option wins

FICTIONAL EXAMPLE

First row: Tool A and Tool B are fictional.

| CRITERION        | YOUR PRODUCT (PLAN)       | THEIR PRODUCT (PLAN)           | SOURCE FOR EACH CELL                        | CHECKED ON | HOW YOU KNOW  |
|------------------|---------------------------|--------------------------------|---------------------------------------------|------------|---------------|
| Single sign-on   | Tool A (Growth): included | Tool B (Business): paid add-on | A: our pricing page. B: their pricing page. | 1 Sep 2026 | Documentation |
|                  |                           |                                |                                             |            |               |
|                  |                           |                                |                                             |            |               |
|                  |                           |                                |                                             |            |               |
|                  |                           |                                |                                             |            |               |
| BETTER CHOICE IF |                           |                                |                                             |            |               |

## Disclosure, shown on the page

Who wrote this page

What they stand to gain

How the facts were gathered